



HUMBOLDT STATE UNIVERSITY



Associate Vice President of Enrollment Management

Review: November 30, 2017

(Job #17-103) Administrator III, Associate Vice President for Enrollment Management. This is a full-time, 12-month, exempt position reporting to the Provost and Vice President for Academic Affairs. Salary is commensurate with qualifications and experience. This position is an Administrator III in the California State University Management Personnel Plan (MPP). Under this plan, incumbents are subject to normal management reviews and serve at the pleasure of the University President. Additional information, including benefits package, can be found at: <http://www.calstate.edu/HRAdm/policies/mpp.shtml>

Position Summary: The Associate Vice President for Enrollment Management (AVPEM) will provide critical leadership to the University's efforts to attract, enroll, and retain a diverse student population in support of University priorities and the goals of the CSU Graduation Initiative 2025. Reporting to the Provost and Vice President for Academic Affairs, the AVPEM will lead a dynamic team that is charged with working across the University to envision and deliver a highly effective strategic enrollment plan and services. The AVPEM plays a critical role in establishing University priorities for enrollment management and collaborates with multiple campus partners to develop appropriate plans for marketing, recruitment, and retention in line with these priorities. The AVPEM works closely with Office of Institutional Effectiveness to engage in an analytical, data-driven approach to decision-making and facilitates a culture of evidence in enrollment management and student success. In addition, the AVPEM will build strategic partnerships with faculty, deans, regional leaders, and others on- and off-campus to advance enrollment and retention efforts that directly support student success.

The AVPEM provides leadership, supervision, and coordination to the offices of Financial Aid, Registrar, and Admissions. The AVPEM manages budgets and personnel issues within these departments; provides oversight of student records and the compilation of statistical records related to enrollment, graduation, admissions, registration, and other pertinent student data; conducts strategic planning and presents reports to University constituents and to the CSU Chancellor's Office; and directs a student-centered customer service approach for the delivery of services.

Duties: The following tasks are representative of the responsibilities of this position.

- Provides leadership, direction, and strategic vision related to the enrollment goals of the University. Collaborates broadly with others across the University on programs, services, and direction. Serves as co-chair of the Strategic Enrollment Management Steering Committee, and leads that group in determining direction and strategies. Provide outreach and innovative leadership for campus enrollment programs. Helps guide campus implementation of enrollment management initiatives and directives from the Chancellor's Office, including meeting the goals of the CSU's Graduation Initiative 2025.
- Provides personnel, budget, and administrative oversight, including oversight of ongoing assessment, evaluation, and strategic planning, for Enrollment Management programs. Manages a budget of over \$5 million and a staff of approximately 43 professionals and 180 student employees. Hires, trains, supervises, and provides professional development opportunities for the personnel within Enrollment Management.
- Provides leadership for the development, implementation, and evaluation of enrollment management policies and practices in the offices of [New Student Programs](#), Admissions, Registrar, and Financial Aid. Stays current with trends, innovations, and best practices in these areas, and effectively guides the operations in the direction that best fits the University's goals, vision, and mission.
- Other general leadership and duties, as needed.

Minimum Qualifications:

- Demonstrated commitment to diversity, inclusion, and racial equity.
- Demonstrated ability in long-range enrollment management planning, predictive modeling, marketing, and reporting statistical data.
- Five years of experience in a senior management position or a professional administrative position with increasing responsibilities in recruitment, retention, admissions, records, and/or financial aid.
- Demonstrated success in partnering with academic program leadership.
- Master's degree (or equivalent combination of Bachelor's degree plus experience) from an accredited institution.
- Extensive knowledge of current national and/or CSU enrollment practices and issues.
- Knowledge of comprehensive student databases and information systems, as well as familiarity with federal, state, and institutional student financial aid programs and regulations.
- Outstanding leadership and supervisory skills with the ability to develop, manage, and inspire a talented and diverse professional staff.

(Continued on reverse)

- Strong administrative and budget management experience in enrollment/admissions.
- Excellent oral and written communication skills, as well as an ability to work effectively with faculty, staff, administrators, and students.
- Demonstrated experience attracting and working with diverse student and staff populations.
- Experience in a four-year, baccalaureate-granting institution.

Knowledge, Skills & Abilities:

- Extensive and demonstrated knowledge of national and/or CSU-specific trends and demographic projections relevant to outreach and recruitment.
- Demonstrated knowledge and experience in the use of financial aid leveraging in recruitment and retention.
- Demonstrated ability to manage and supervise the utilization of technology as related to recruitment, financial aid awarding, and the maintenance of student records.

General Information:

Humboldt State University (HSU) is remarkable for its emphasis on faculty engagement in both undergraduate learning and cutting edge research, and for the commitment to act on its ideals of social justice and environmental responsibility. The Graduation Pledge of Social and Environmental Responsibility is a campus tradition that started at HSU in 1987 and has since spread to campuses around the nation.

HSU is located in Arcata, California, along Northern California's stunning Redwood Coast, 275 miles north of San Francisco. HSU is a proud member of the public California State University (CSU) system. HSU serves over 8,500 students and offers 49 Bachelor's Degree programs, 11 Master's Degree programs and numerous credentials and certificates of study across four colleges: Arts, Humanities & Social Sciences; Natural Resources & Sciences; Professional Studies; and E-Learning and Extended Education. Our world-class faculty and staff are committed to student-centered learning, research, and community engagement. HSU has been ranked as a top Western university (U.S. News & World Report) and a "Best in the West" college (Princeton Review). HSU has also been recognized as a Green College, as well as a Military-Friendly, Vegan-Friendly, and LGBT-Friendly institution. HSU students enjoy a rich campus life through more than 180 campus clubs, access to a state-of-the-art recreational facility, nationally recognized performers and speakers, and 12 NCAA Division II athletic teams.

Humboldt State University sits adjacent to Humboldt Bay on California's gorgeous North Coast, only 30 miles south of Redwood National Park. The natural beauty of the North Coast is world renowned with landscapes that include rugged mountains, wild rivers, breathtaking beaches, and majestic redwoods that came to be as a result of its dynamic geologic history and setting. Amid one of the most beautiful natural laboratories in the world, our students live and learn among ancient redwood forests, mountains, rivers, and a wide variety of easily accessible marine habitats. HSU is committed to diversity in all forms, is designated as a Hispanic-Serving Institution, and maintains strong ties to the region's Native American tribes.

HSU's hometown of Arcata has a population of more than 17,000 and is known for its vibrant and welcoming community. Local elementary and secondary schools are ranked as high performers statewide and nationally. The City of Arcata is proud of its reputation as a politically progressive community that promotes civic engagement, innovative land use planning, and environmental sustainability. Arcata was first city in the United States to have a city-owned community forest, where thousands of visitors every year explore the 2,000 acre enchanted ecosystem on dozens of hiking and biking trails. Downtown Arcata is the site of "The Plaza", where locally-owned shops line bike-friendly streets that lead into adjacent neighborhoods with charming Victorian architecture and community-run gardens. Residents of Arcata organize and engage in numerous community events, including farmers markets, vibrant art and music performances, running and cycling races, numerous environmental and seasonal festivals and parades, and Humboldt Crabs baseball, which is the longest continually operated semi-baseball team in the United States. Only seven miles south of Arcata is the larger city of Eureka with over 27,000 residents.



Humboldt State University is part of the 23-campus California State University system. The University has a comprehensive arts and sciences curriculum, which is recognized nationally for its high academic quality. Founded in 1913, HSU is one of the premier, public institutions in the western United States; it is a rural and residential campus with an enrollment of approximately 8,000 students. The main campus is located in Arcata, California, in the northwestern part of the state along the coast, and situated among redwood trees in an area that offers unmatched scenic beauty, moderate climate and opportunities for outdoor activities. The surrounding Humboldt County locale has a population of 130,000. The community offers an excellent range of businesses, services and cultural activities/performances. The local schools are ranked in the top performance percentiles, both nationally and in the state.

which is the largest port city between San Francisco and Portland. Humboldt County as a whole has approximately 130,000 residents.

Application Procedure: Qualified candidates should electronically submit the following materials through Interfolio:

apply.interfolio.com/46665

- Letter of Interest
- Resume or Curriculum Vitae
- Contact information for at least three professional references

If assistance is needed, the Human Resources & Academic Personnel Services office (located in Siemens Hall room 212) has a computer station available and our front office team would be happy to assist you.

Application Deadline: This position is open until filled. The first review of applications will be Wednesday, November 30, 2017.

HSU is committed to enriching its educational environment and its culture through the diversity of its staff, faculty, and administration. Persons with interest and experience in helping organizations set and achieve goals relative to diversity and inclusion are especially encouraged to apply.

It is the responsibility of the applicant to provide complete and accurate employment information. Incorrect or improperly completed applications will not be considered for vacancies. Any reference in this announcement to required periods of experience or education is full-time activity. Part-time experience or education—or activities only part of which are qualifying—will receive proportionate credit. In accordance with applicable Collective Bargaining Agreements, preference may be given to the campus applicants covered by these agreements. However, positions are open to all interested applicants, both on and off campus.

Class Code: 3306

Evidence of required degree(s), certification(s), or license(s) will be required prior to the appointment date. A background check (including a criminal records check, employment verification, and education verification) must be completed satisfactorily before any candidate can be offered a position with the CSU. Certain positions may also require a credit check, motor vehicle report, and/or fingerprinting through Live Scan service. Adverse findings from a background check may affect the application status of applicants or continued employment of current CSU employees who apply for the position.

Publication Date: October 27, 2017

Humboldt State University is committed to achieving the goals of equal opportunity and endeavors to employ faculty and staff of the highest quality reflecting the ethnic and cultural diversity of the state. Additional information about Humboldt State University can be found at www.humboldt.edu.

Humboldt State University is a Title IX/Affirmative Action/Equal Opportunity Employer. We consider qualified applicants for employment without regard to race, religion, color, national origin, ancestry, age, sex, gender, gender identity, gender expression, sexual orientation, genetic information, medical condition, disability, marital status, protected veteran status, or any other legally protected status.

The person holding this position is considered a 'mandated reporter' under the California Child Abuse and Neglect Reporting Act and is required to comply with the requirements set forth in CSU Executive Order 1083 as a condition of employment.



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